

MARICOPA COUNTY BOARD OF SUPERVISORS MINUTE BOOK

**INFORMAL SESSION
February 20, 2007**

The Board of Supervisors of Maricopa County Arizona convened in Informal Session at 10:00 a.m., February 20, 2007, in the Supervisors' Conference Room, 301 W. Jefferson, Phoenix, Arizona, with the following members present: Fulton Brock, Chairman, District 1; Andrew Kunasek, Vice Chairman, District 3; Don Stapley, District 2; Max W. Wilson, District 4; and Mary Rose Wilcox, District 5. Also present: Fran McCarroll, Clerk of the Board; Shirley Million, Minutes Coordinator; David Smith, County Manager; and Victoria Mangiapane, Deputy County Attorney. Votes of the Members will be recorded as follows: aye-nay-absent-abstain.

ARIZONA METH PROJECT

Status of the Arizona Meth Project. (C2007040M00) (ADM639)

Linda Mushkatel, Special Assistant to the County Manager

Mirja Riester, Executive Director, Context & Integration, RIESTER

Christina Borrego, Director, Public Relations, RIESTER

Linda Mushkatel introduced the two Riester staff who were present. Riester is the media buying/media production consultant company for the Arizona Meth Project. Ms. Mushkatel outlined the objectives and projects that will introduce this new meth program to youth, young adults and parents throughout the State of Arizona. She said that there are 22 meth coalitions operating statewide that are funded and supported by the Governor's Office. She referenced the key terms from the Montana Meth Project that will be used in the Arizona Meth Project. Media outreach methods will include TV, radio, billboards and a website and will incorporate future creative developments for the different parameters appropriate to Arizona as feedback is received. Ten Arizona counties are now participating in this project, along with the Arizona Attorney General, and business and private supporters. To date approximately \$5.3 million has been raised statewide. There are the beginnings of a Meth Project Advisory Board that is co-chaired by Supervisor Stapley and Attorney General Terry Goddard with 27 invitees, and hopefully a representative from each participating county and other interested parties.

A survey that precedes the launch of the campaign will be taken with follow-up surveys after the media has aired. Further regular evaluations will be taken as the project matures. Another survey will be taken from school-age children and target-group parents.

Mirja Riester said the media package would target a mixed group of media for added value and focusing on high target composition programming having 40+% of the target population in their audience, 12-24 year old viewers, and will be offered for all ethnicities. Programming of some of the ads will be held until late evening when youngest viewers will be asleep.

Supervisor Wilson asked if anything was being done directly in the classrooms.

Ms. Riester said it was not but would be directed through the media in the early phases.

Supervisor Stapley said that in Montana's second six-month phase they went into the schools after the media market had been saturated. During the phase they held an art contest among the students called "Paint the State." The contest included judges and prizes and it had been very successful.

Christina Borrego spoke on the community outreach and public relations portion of the campaign and the plan to partner with existing coalitions/community-based programs. They plan to keep an active communication with the widespread stakeholder group. They will hold a webcast in March for the representatives of participating counties and board members, where all can be online and share ideas and no one will have to travel. She stressed the importance of the surveys in portraying an accurate

MARICOPA COUNTY BOARD OF SUPERVISORS MINUTE BOOK

**INFORMAL SESSION
February 20, 2007**

picture of the issues in Arizona. They will use this feedback to identify and develop tools for future use. She explained that in later phases they will go into the schools and plan to create youth advisory councils so students will have a sounding board of their peers. Candidates for council members will be chosen from middle school and high school students who take the challenge of organizing a meth outreach education effort at their school, such as an art project on the subject. Their projects will be posted on the website and the public can vote to choose the candidates, and the youth council members taken from those winners. The radio ads will go beyond testimonials and will morph into success stories to inspire listeners. Youth theater groups have been successfully used in other areas to travel and perform the issues before the public in an entertaining way and these will be encouraged.

Chairman Brock asked about the role played by Roper in the project. Supervisor Stapley said there has been criticism on the success ratio claimed by Montana Meth because the baseline numbers were only from one project and so not a scientific sampling. Arizona has engaged the Roper firm and Tom Seibel has been convinced to also use Roper, as will other states that join, for a universal study that has scientific validity.

Supervisor Kunasek asked if one or both of the two advisory boards would contain professionals who deal with addiction. Ms. Mushkatel said they had invited parties from many types of treatment systems as well as two citizens who have personal experience with meth. Supervisor Stapley said the advisory board was only half as large as he believed it should be and he hoped to add several legislators and foundation representatives to it.

Ms. Mushkatel said the campaign kicks off in March and will launch on all fronts as soon as their initial survey is returned. The program will be reassessed next fall. She added that Montana Meth is now taking the "me" out of the spotlight and focusing more on the impact meth use has on families and communities.

Chairman Brock referenced the highly successful Alpha Program for men and women prisoners in the County's jails. He suggested that today's three presenters attend one of those graduations to hear the stories of the inmates who have completed the program and are now off of drugs, and also to visit with some of those counselors. He said that Jeff Esser spoke to the Board recently and related his life after recovery from being a drug and meth addict for 20+ years. Mr. Esser volunteers many hours working with addicts as part of his "new life."

TRANSITIONAL HOUSING

Item: Approve "Supportive Housing Resolution" that authorizes the County Manager and senior staff to take an organizing role in assisting the non-profit community in developing and operating additional units of transitional, supportive housing. Maricopa County's commitment shall be limited to staff resources, with no commitment of funding from the General Fund. Any commitment for non-General Fund funding will require Board approval. (C2007041000) (ADM2519) (ADM1600)

Tom Manos, Chief Financial Officer, said he felt the header "Transitional Housing" confused the issue and suggested "Supportive Housing" would be more accurate and more in line with the other supportive services the homeless are getting at the Human Services Campus. There is a need to support those who are finding work and are earning money to help them as they move away from the support of the campus and start to establish their own households. He added that this would also help CASS by freeing up space for others. He reported on the statistics of those helped by the services provided in the months since the Campus opened, including the numbers who have already moved into supported housing. The big problem is the lack of available housing for this population. It is reported that approximately 100 people living at CASS now have jobs and are ready to move out but there is no place for them to go. Mr.

**INFORMAL SESSION
February 20, 2007**

Manos reported that there are 400 beds at CASS and another 400 at the overflow shelter that opened last summer. The overflow shelter has been at capacity every night since it opened and some have had to be turned away.

A work group came together to set objectives to alleviate this problem by identifying funding entities and identify groups that are already building this type of housing to help them increase their production. He said the County would not own or operate any facility and would not incur any debt for the housing projects. He discussed funding that has already been received or pledged and the expectation that there would be a substantial private sector investment. Mr. Manos provided examples of completed housing projects that add rather than detract from a neighborhood that could serve as examples for future construction.

The Board was asked to authorize County senior staff to take an active role in assisting the non-profit community to develop and operate additional units of supportive housing. This commitment would be limited to staff resources and any funding from non-general fund monies would have to be approved by the Board.

Supervisor Kunasek asked if the support housing would have a time limit or was open-ended, adding that those housed at CASS seem to be staying indefinitely.

Supervisor Wilcox said there would be a support system that gets people out of a house and transitions them to permanent community housing. She said that people will transition out and it will not become their home.

Supervisor Wilson said similar things have been tried, such as halfway houses, and it's always believed they will work but there is no end to it. He felt it a better idea to help them with opportunities in the job market so they can build their own houses.

Motion was made by Supervisor Wilcox, seconded by Supervisor Stapley and carried by a majority vote (4-1) with Supervisors Wilcox, Stapley, Kunasek and Brock voting "aye" and Supervisor Wilson voting "nay" to approve the following Supportive Housing Resolution.

**RESOLUTION OF THE BOARD OF SUPERVISORS
SUPPORTIVE HOUSING RESOLUTION**

WHEREAS, The County's Five Year Strategic Plan called for the completion of the Human Services Campus; and

WHEREAS, The Campus has been completed and became operational in November 2005; and

WHEREAS, The Campus has found employment for more than 600 clients; and

WHEREAS, The men's shelter and the overflow shelter have been operating at full capacity since inception; and

WHEREAS, There are approximately 100 residents of the shelter that are employed and ready to be transitioned to supportive housing; and

WHEREAS, There is a critical shortage of supportive housing for clients who could transition from the Campus shelter; and

MARICOPA COUNTY BOARD OF SUPERVISORS MINUTE BOOK

**INFORMAL SESSION
February 20, 2007**

WHEREAS, The Maricopa County Association of Governments estimates that need for an additional 4,000 units of supportive housing.

THEREFORE BE IT RESOVED, that the Board of Supervisors authorize the County Manager and senior staff to take a leadership role in assisting the non-profit community in developing and operating additional units of supportive housing. The County's commitment shall be limited to staff resources and shall not include a commitment of County General Fund resources.

DATED this 20th day of February 2007. (C2007041000)

/s/ Fulton Brock, Chairman of the Board

ATTEST:

/s/ Fran McCarroll, Clerk of the Board

ISSUANCE OF A LETTER OF INTEREST - SECURITY BUILDING

Item: Approve the issuance of a Letter of Interest to determine the interest and economic viability of developing and building out the first floor and part of the mezzanine level of the Security Building located at 222 N. Central Avenue, Phoenix, AZ, in various configurations.

In addition per A.R.S. §42-17106(b), approve the transfer of expenditure authority in the amount of \$25,000 from FY 2006-07 Appropriated Fund Balance (480) General Fund (100) General Contingency (4811) to a new line item in Appropriated Fund Balance (480) General Fund (100) Other Programs (4812) entitled "Innovation Center." (C7307005100) (ADM800)

David Smith discussed possible alternative uses for the Security Building that included co-locating with public and private entities, feeling that might increase the building's value to the County. He added that there have been Letters of Interest from private sector companies on locating there and said it might also be considered beneficial to move the Innovation Center to that location. He believed that responses to a Letter of Interest could indicate a direction of use that could beneficially change the current image and vision for that space. He said the County's Vision Statement vows to work innovatively to produce the best for residents and referenced several ways this has been done. He asked if innovation could be creatively applied at the Securities Building. He referenced the book "Payback" that gives the corporate overview at how to get a return on investment for one's sense of innovation.

Smith defined innovation as "a positive change that is actually implemented." It is to cause change to happen and be implemented that would either increase the efficiency and outcome of your programs, or would reduce costs, or both. He said, "I think we could partner with companies and come up with ideas for products that don't even exist yet – and push that envelope to say here's our needs, here are some of our ideas, put your designers with our people to work it out. This would help their industry be even more profitable and help us to solve our specific problems."

Supervisor Stapley asked what commitment had been made with PURL for the top two floors of the building, and if that would be viable space to locate the Innovation Center. He observed that it is being highly underutilized by PURL.

Mr. Smith said there is a five-year rental agreement with PURL with escalating rents every year. Dennis Lindsey, Real Estate, said there was a nominal rental fee with a one-year notice by either party termination agreement.

**INFORMAL SESSION
February 20, 2007**

Supervisor Stapley reported that he has had commercial real estate brokers approach him and ask if that space was available. He said that the first floor space has not been placed on any market and asked if it should be exposed to the marketplace at the same time it is being evaluated as being the best space for the Innovation Center. David Smith said it was not being pre-judged for any specific use.

Supervisor Kunasek disagreed saying that the fund transfer portion of the agenda item specifically states using the transfer of \$25,000 to a new line item entitled "Innovation Center." He asked how any responses would be forthcoming for anything but an Innovation Center with that wording.

Supervisor Stapley said that this was also his point and asked that the language be changed to indicate the County is looking for a location for the Innovation Center and also to locate any private sector interest in the available space. He indicated his preference for the Innovation Center to locate on the two top floors rather than on the first floor. He said there are two issues, a location for the Innovation Center and the highest and best use of the Security Building. He suggested that the Letter of Interest be amended to include the following:

The RFI shall be released specifically to gauge "the highest and best use" for the Security Building's first floor and mezzanine space. Possible uses may include other locations for the Innovation Center within the Security Building and other county-owned buildings, if it is determined that it is in the best interest of the county to lease all or part of the space on the first floor and mezzanine.

Supervisor Kunasek said he could not support that language either. He did not want to support "some version of a think tank" which he felt would be as wrong a use and as under utilized as he believes PURL underutilizes the space on the top two floors of the building.

Because of the dissent over this item, Chairman Brock suggested tabling it until further discussion could take place in a different forum.

Supervisor Wilcox believed the Letter of Interest should be sent to determine any possible interest so that options, as indicated by the responders, could then be considered by the Board.

Supervisor Wilson suggested there are unanswered questions that he believed a 30-day continuance might resolve. Discussion ensued on the pros and cons of moving forward with this item.

Motion was made by Supervisor Wilson to continue this item for a maximum of 30 days. Supervisor Kunasek expressed support but felt it did not address his concerns and said he was prepared to vote no today and also thirty days from now.

Motion failed for lack of a second.

Motion was made by Supervisor Stapley and seconded by Supervisor Wilcox to approve this item as amended with the language Supervisor Stapley had suggested earlier.

Supervisor Kunasek expressed his concern that a new line item in the budget will be called the "Innovation Center" because it clearly limits interest from the market with the stated budget emphasis on an Innovation Center. David Smith replied that this was simply a budget notation and the line item could be changed from Innovation Center to Security Building build-out.

MARICOPA COUNTY BOARD OF SUPERVISORS MINUTE BOOK

**INFORMAL SESSION
February 20, 2007**

Motion for approval, as amended, carried by a majority vote (3-2) with Supervisors Stapley, Wilcox and Brock voting "aye" and Supervisors Wilson and Kunasek voting "nay."

EXECUTIVE SESSION

Motion was made by Supervisor Stapley, seconded by Supervisor Wilson, and unanimously carried (5-0) to recess and reconvene in Executive Session in the Tom Sullivan Conference Room to consider items listed on the Executive Agenda for February 20, 2007, pursuant to listed statutory authority, as follows.

**LEGAL ADVICE; PENDING OR CONTEMPLATED LITIGATION; SETTLEMENT DISCUSSIONS
CONDUCTED IN ORDER TO AVOID OR RESOLVE LITIGATION – ARS §38-431.03(A)(3) AND (A)(4)**

1. **Maricopa County v. The Heard Museum**
Neil Yockey, Manager, Trip Reduction Program
Brad Hartsock, Plan Review & Monitoring Supervisor, Trip Reduction Program
Otis Smith, Deputy County Attorney
2. **Plateau Electric v. W.E. O'Neil, CV2003-010968, CV2004-018871 and CV2004-010692**
David Tierney, Sacks Tierney
Heidi Birch, Facilities Management Department
John Paulsen, Deputy County Attorney

**LEGAL ADVICE; PENDING OR CONTEMPLATED LITIGATION; CONTRACTS SUBJECT TO
NEGOTIATION – ARS §38-431.03(A)(3) AND (A)(4)**

3. **Advice regarding legal issues and options concerning County Regional School District/Accommodations School funding, financial matters, management issues/Treasurer related management, investment and financial issues.**
Tom Irvine, Outside Counsel
Sandi Wilson, Deputy County Manager
Tom Manos, Chief Financial Officer
Shelby Scharbach, Deputy Chief Financial Officer
Brian Hushek, Deputy Budget Director
LeeAnn Bohn, Budget Manager
Shawn Nau, Health Care Mandates

MEETING ADJOURNED

At the conclusion of discussion on the above items and there being no further business to come before the Board, the meeting was adjourned.

ATTEST:

Fulton Brock, Chairman of the Board

Fran McCarroll, Clerk of the Board